CATALOGUE

of

Official Badges and Souvenirs

of

THE AMERICAN LEGION

AMERICAN LEGION NATIONAL HEADQUARTERS LIBRARY

OFFICIAL MEMBER'S CEREMONIAL PADGE

Emblem Patented December 9, 1919
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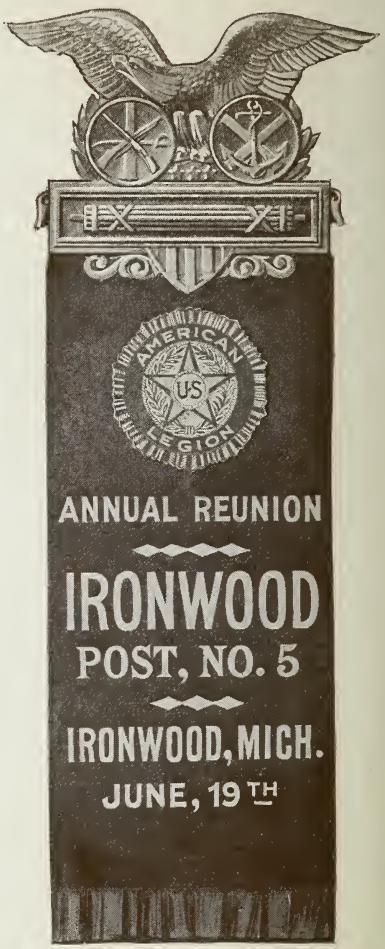
Address all communications to EMBLEM DIVISION
NATIONAL HEADQUARTERS, THE AMERICAN LEGION
INDIANAPOLIS, INDIANA

THE AMERICAN LEGION
OFFICIAL BADGES

BADGE No. 73068

Badge No. 73068 is a high class bronze and ribbon badge, made of the finest materials. It is recommended for County or State meetings. The medallion is richly engraved and shows the emblem in good effect. The ribbon is furnished in plain color or red, white and blue as desired.

The medallion on this badge may be finished in blue enamel, either soft or hard, as desired. A watch fob strap may be furnished with the badge so the medallion may be worn as a fob if wanted.



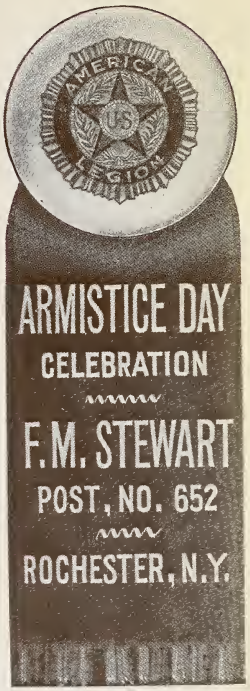
BADGE No. 80764

We recommend badge No. 80764 where a neat badge is wanted. The bronze bar is thoroughly emblematic of our organization, the details being cut in high relief. Ribbon can be furnished in any plain color.

THE AMERICAN LEGION
OFFICIAL BADGES

BADGE No. 58772

Badge No. 58772 is made of white silk ribbon with concealed stick pin for attachment purposes. The American shield and eagle surrounded by flags of the Allies are beautifully lithographed in colors. The necessary wording and emblem embossed completes this handsome badge.



BADGE No. 6439

When a neat and inexpensive badge is wanted, badge No. 6439 will be satisfactory. The emblem is shown in blue and gold on the button and any plain color of ribbon may be used, with wording embossed thereon.

THE AMERICAN LEGION
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Badge No. 11155 has been suggested for general use. It is very useful for Excursions, Get Together Nights, Athletic Events, etc. The emblem is shown in colors on the button with wording embossed upon the ribbon streamers.

BADGE No. 11737

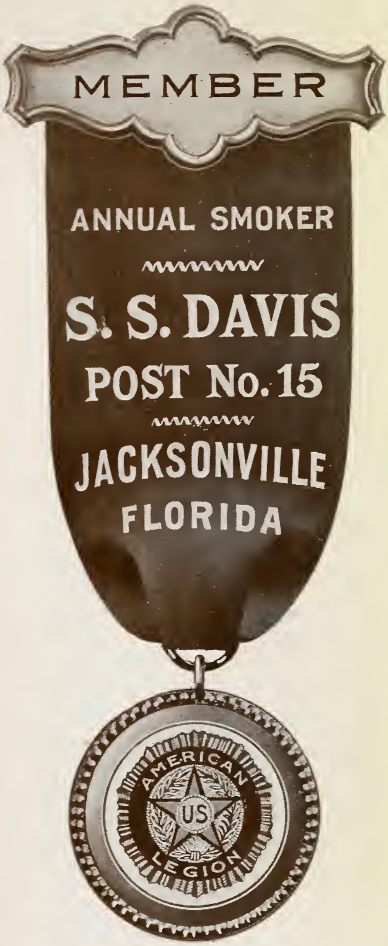
Local Posts will find badge No. 11737, the correct style for their Annual Balls, Banquets, Ladies' Night, Receptions, etc. It is suitable for Officers or Members. The emblem is shown in colors on white background within the bar.

BADGE No. 11155

THE AMERICAN LEGION
OFFICIAL BADGES

BADGE No. 11546

Badge No. 11546, should be distributed among all members and visitors during field days. It serves not only as the Official Badge of the event, but also as an Identification Badge. It may also be used as an Admittance Ticket Badge. Every one attending your Field Day, your Athletic Meet, your Get Together Day, your First Annual Meeting, etc., should wear one of these badges. No wording may be shown on the American Flag.



BADGE No. 10596

Your Annual Smoker, Theatre Party or Informal Occasions, when Post Members get together, will not be complete without Badge No. 10596. Any officer's title or the word "member" may be shown in the bar, the ribbon embossed with appropriate wording, medallion of heavy metal, with the emblem showing in colors on a white center. This badge will always please.

THE AMERICAN LEGION
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BADGE No. 10060-E-1

MULTIPLE AND REVERSIBLE BADGE

No. 10060-E-1

THREE BADGES IN ONE

When parading in "civies" for festive or memorial occasions, we have designed Badge No. 10060-E-1, so that all members may be uniform in appearance. Illustration shows the front or festival side, in red, white and blue ribbon with metal parts in gilt, embossing and fringe to match.

The furled flags in the bar are shown in natural colors; the emblem in blue and gold harmonizes with the clean cut detail of the shield medallion. Any officer's title may be had in the panel if desired. By sliding the ribbon off the pin and reversing it, the black or funeral side is displayed and if desired the metal parts alone may be worn. This badge is well named a THREE IN ONE BADGE. It is (1) a badge for Festival occasions; (2) for use on memorial occasions; (3) a handsome metal badge if worn without ribbon

The actual badge is slightly larger than the illustration. This being flat and in one color does not do justice to this handsome badge.

Actual size of badge 2⅛″ x 8″.

BADGE No. 2915

Note.—Illustration is slightly smaller than the actual size of badge.

THE AMERICAN LEGION OFFICIAL BADGES

REVERSIBLE BADGE No. 4003-X

This handsome reversible badge is truly symbolical of our organization. The actual badge is larger than the illustration and the combination of the waving ribbon flags, the eagle and shield medallion with our emblem in the center, is one that will be approved by every member. The badge is constructed of the finest material, all metal parts are finished in gilt, with handsome gilt trimmings to match, the details of bar and medallion are richly modelled. The illustration shows parade side, by reversing the ribbon, the memorial side will appear. This badge was designed as an alternative suggestion to badge No. 10060-E-1, and should be used for the same purpose.

Actual size of badge 2¼″ x 9″.

BADGE No. 2915

Our Posts with large memberships find that it is difficult for each member to know every other member, this difficulty sometimes causing embarrassment and confusion.

The remedy is badge No. 2915. This badge should be worn at all meetings. A rack can be provided and as each member enters the room, he will take his badge from its place and wear it through the evening, returning it as he leaves.

This system will check the absent members, enabling Post Officers to look them up. Visitors will also be recognized and properly introduced to the Post.

The adoption of this Get Acquainted Badge is bound to promote greater harmony and good feeling at Post meetings. It will also stimulate attendance, thereby contributing materially to the success of the Post. Badge No. 2915 is handsomely finished in bronze. The name and number of your Post is shown in raised letters around the emblem.

The finest quality hard blue enamel may be furnished in the emblem if desired.

BADGE No. 4003-X

THE AMERICAN LEGION OFFICIAL BADGES

No. 63119
7/8 INCH DIAMETER

No. 62750
1 INCH DIAMETER

No. 62587
1¼ INCH DIAMETER

CELLULOID BOOSTER BUTTONS
WITH STICKPIN ATTACHMENT

For Membership Drives, Memorial Fund Drives, Tag Days—for all purposes where distinctive and inexpensive buttons are wanted. Furnished with emblem in blue and gold with wording also in blue.

Proper distribution of these snappy buttons will be of great assistance in your next publicity stunt. Any desired wording can be shown above or below the emblem, as suggested by the illustration. Three sizes are illustrated, 7/8 inch, 1 inch and 1¼ inch.

CELLULOID CALENDAR CARD No. 414

CALENDAR CARDS

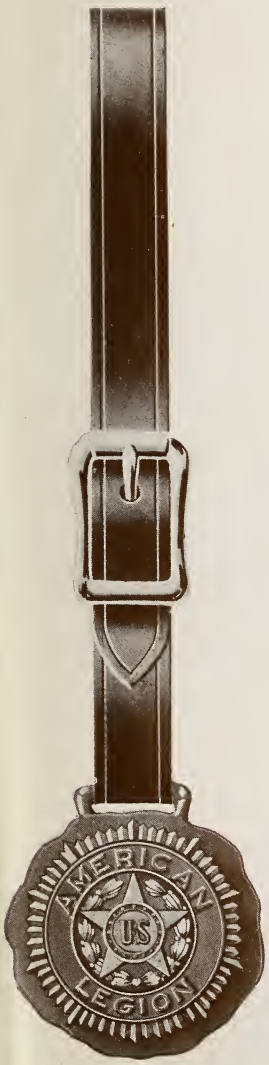
Polished celluloid calendar cards with our emblem in colors combined with the yearly calendar and appropriate wording, should be used every day in the year by our members to serve as a reminder of regular attendance at meetings. If a calendar card be given to veterans in your city who have not as yet joined our ranks, it will be an every day reminder of the importance of joining up immediately. Many Posts will obtain a supply of these cards to mail out to members as a Christmas or New Year's gift from the Post. The wording can be arranged appropriately for any post with a few facts relative to the work of the Post, its prospects for the coming year and a list of its Officers, etc., etc.

THE AMERICAN LEGION
OFFICIAL BADGES

FRONT DESIGN
No. 77642

A nicely finished pocket piece to be carried in the pocket (not on a cord). Our emblem on one side, the name, location and number of the Post on the other, will please many of our members who are looking for this article. The coins should be numbered for identification purposes and for returning to proper owner if lost. A good wearing silver oxidized finished is furnished on this coin.

BACK DESIGN
No. 77642



WATCH FOB No. 90796

WATCH FOB
No. 90796

We expect a tremendous demand for Watch Fob No. 90796. The medallion is carefully engraved and finished in handsome Government bronze. The leather strap and buckle will give good, hard wear.

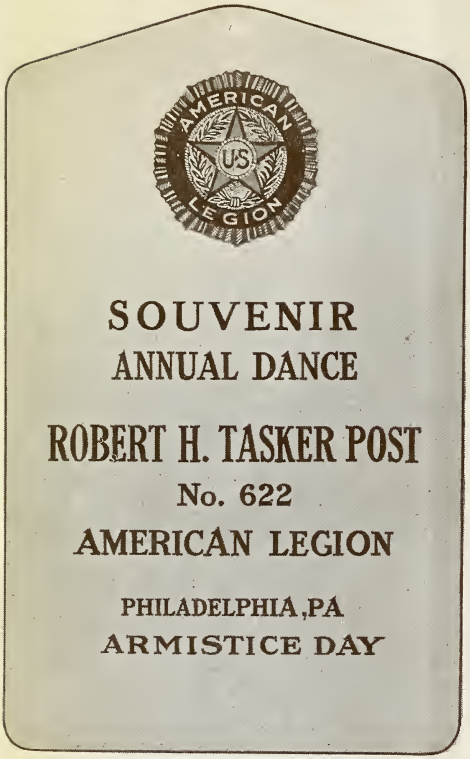
Highly polished, best quality hard enamel can be furnished on this watch fob if wanted.

BADGE No. 22054

Many Local Posts will hold Block Dances, Street Carnivals, Fairs, Concerts, Minstrel Shows, etc., to raise funds for their Post Home, for their Memorial Building, etc. Badge No. 22054 should be worn by all participating in these activities

This badge consists of a celluloid button with the emblem in colors and wording in blue. Celluloid streamers are highly polished, bringing out the wording to good effect. This novelty badge will give every satisfaction.

THE AMERICAN LEGION OFFICIAL BADGES



MEMO TABLET No. 794

A SOUVENIR MEMO TABLET FOR YOUR ANNUAL DANCE

Style No. 794

At your Annual Post Dance distribute souvenirs similar to the illustration.

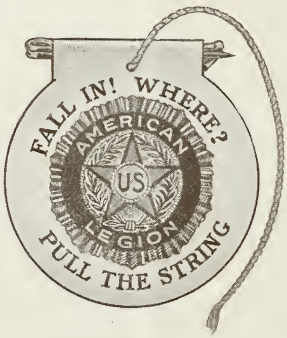
The emblem is shown in blue and gold on the front—on the back plain wording will appear. Two leaves of erasable memo are eyeletted between the covers.

This memo tablet will be a valuable advertisement for your post.

PENCIL CLIP—¾ Inch Button

No. 22054

Every member of our organization uses a pencil clip. We illustrate an attractive, sturdy clip with celluloid emblem attached. This novelty will be useful in many publicity campaigns.



FRONT DESIGN

BACK DESIGN

SURPRISE TAG, No. 21639

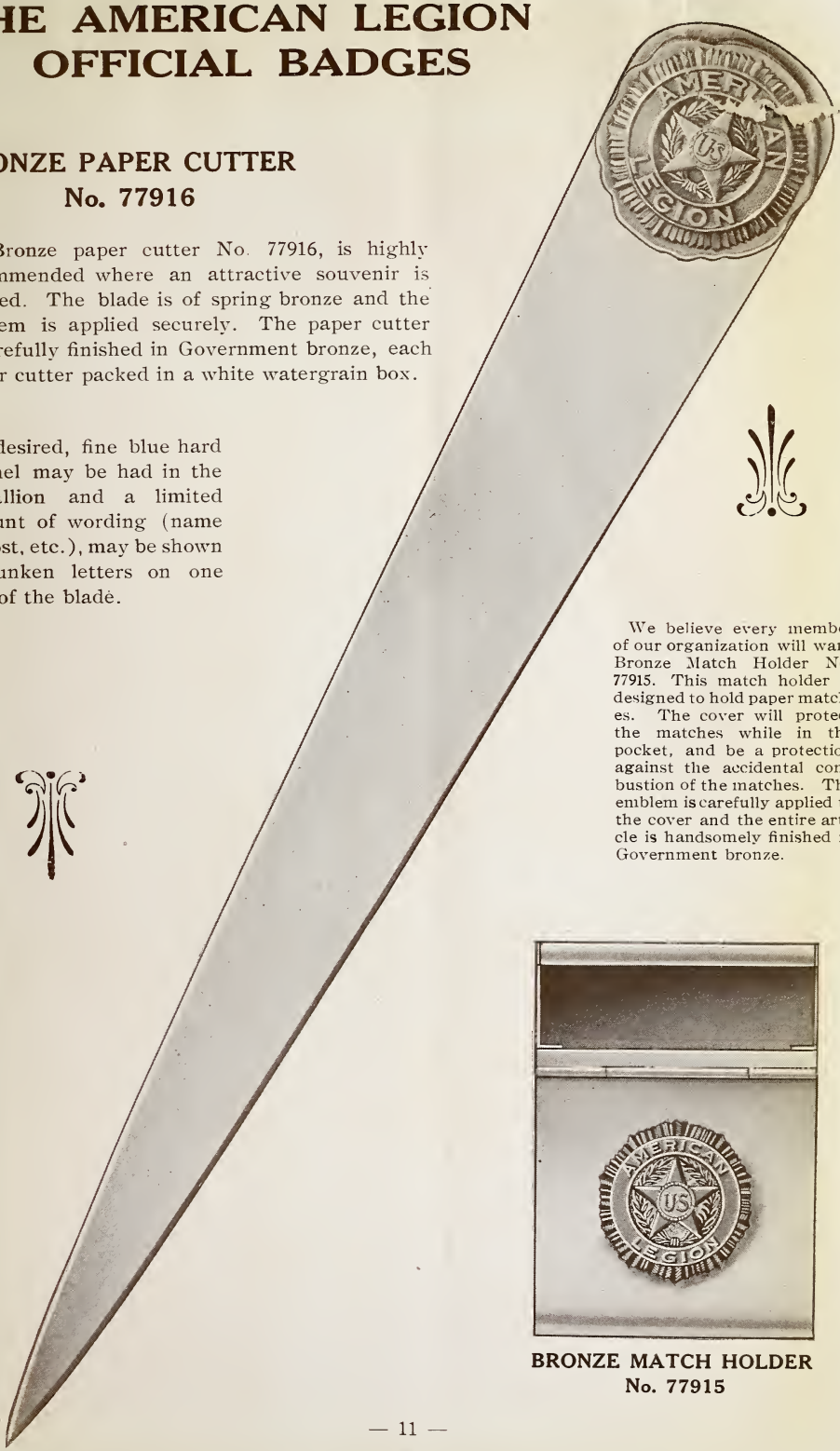
As a means of creating interest, Surprise Tag. No. 21639, will certainly get results. The tag is worn on the coat with the front design showing, and the cord is passed down behind the tag. By pulling the cord, the back flies up and answers the question To advertise a Block Dance an Athletic Meet, an Outing, a better means of publicity cannot be secured. Our emblem is shown in blue and gold, together with a limited am unt of wording on the front and plain wording on the back.

THE AMERICAN LEGION OFFICIAL BADGES

BRONZE PAPER CUTTER
No. 77916

Bronze paper cutter No. 77916, is highly recommended where an attractive souvenir is wanted. The blade is of spring bronze and the emblem is applied securely. The paper cutter is carefully finished in Government bronze, each paper cutter packed in a white watergrain box.

If desired, fine blue hard enamel may be had in the medallion and a limited amount of wording (name of Post, etc.), may be shown in sunken letters on one side of the blade.



We believe every member of our organization will want Bronze Match Holder No. 77915. This match holder is designed to hold paper matches. The cover will protect the matches while in the pocket, and be a protection against the accidental combustion of the matches. The emblem is carefully applied to the cover and the entire article is handsomely finished in Government bronze.

BRONZE MATCH HOLDER
No. 77915

THE AMERICAN LEGION OFFICIAL BADGES

BADGE No. 10605

BADGE No. 10605

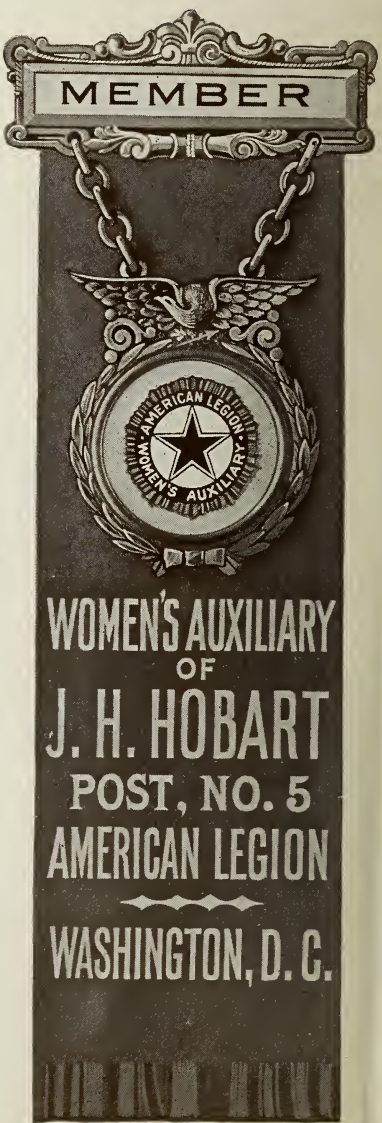
For a souvenir badge to be worn at Annual Meetings, Bazaars, Sewing Meetings, Dances, etc., we recommend style No. 10605. The emblem is shown in colors upon polished celluloid, the ribbon may be in any plain color, embossing shown in gilt. A stickpin attachment is furnished.

BADGE No. 73299

The Woman's Auxiliary of our organization has asked us for badge designs to be worn at regular meetings. We illustrate Badge No. 73299 as being particularly appropriate for this purpose. In the bar the word "member" or any officer's title may appear. The emblem is shown in colors upon polished celluloid. The metal parts are finished in gilt to match the embossing on the ribbon, which may be in any plain color. This is an attractive membership badge and will please the ladies.

Badge No. 73299 is a reversible badge, one that may be used for parade purposes as shown by the illustration, or for memorial purposes by reversing the ribbon. This badge may be made single if desired.

All badges illustrated in this catalog, except No. 73068, may be made suitable for the Woman's Auxiliary by changing the emblem and the wording on the ribbon.



BADGE No. 73299